

A comparison of student enrollment figures and football team wins for Western Kentucky University and Eastern Kentucky University during the period 1970-1983.

Compiled 1/10/85

<u>WKU</u>			<u>EKU</u>	
<u>Year</u>	<u>FTE</u>	<u>Football Wins</u>	<u>FTE</u>	<u>Football Wins</u>
1970	9,760	8	8,872	8
1971	10,432	8	9,360	6
1972	10,292	7	9,734	5
1973	9,874	12	9,914	7
1974	10,145	8	10,432	8
1975	10,709	11	11,519	8
1976	10,917	7	11,632	8
1977	10,411	1	10,686	5
1978	10,187	8	10,856	8
1979	10,330	5	10,679	11
1980	10,471	9	11,166	10
1981	10,478	6	10,885	12
1982	10,334	5	10,673	13
1983	10,012	2	10,240	8

NOTES: Consider 1976 a break-even year—Eastern had 8 football wins, Western had 7.

1. a) WKU had a better football team than did ECU for the period 1970-76. Witness 61 wins for Western, 50 wins for Eastern. Western also went to two championships.
- b) During this 70-76 period WKU's FTE increased by 12% while ECU's increased by 31%.
- c) Western had 888 more FTE's than Eastern in 1970. By 1976 Western had 715 fewer FTE's than Eastern.
2. a) From 1976 until 1983 ECU had a better football team than WKU, e.g. 75 wins versus 43 wins.
- b) During this 76-83 period Eastern's FTE decreased by 12%, Western's decreased by 9%.
- c) Eastern had 715 more FTE's than Western in 1976. By 1983 Eastern had only 228 more FTE's than Western.

So it appears that more students chose to attend ECU relative to WKU while ECU's football program was mediocre and ECU began to lose students relative to WKU when its program was strong.

Conclusion—actually I think that the data only shows that there is no evidence that the success of the football program has any relation to the student enrollment.